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Proposed strategic framework for the period 2006-2007

Note by the Secretary-General

Summary

The present note by the Secretary-General sets out the proposed strategic framework for the period 2006-2007 for the Department of Public Information. It provides an overall orientation and covers the four subprogrammes: strategic communication services, news services, library services and outreach services.

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1. The Committee on Information has before it for its consideration a note by the Secretary-General on the preparation of the strategic framework for the period 2006-2007. In this connection, attention is drawn to General Assembly resolution 58/269, of 23 December 2003, in which the Assembly requested the Secretary-General to prepare, for submission to the Assembly at its fifty-ninth session, a strategic framework for the biennium 2006-2007, comprising part one: plan outline, and part two: biennial programme plan, which would replace the four-year medium-term plan.

2. The attention of the Committee is drawn to rule 104.6 of the Regulations and Rules Governing Programme Planning, the Programme Aspects of the Budget, the Monitoring of Implementation and the Methods of Evaluation (ST/SGB/2000/8):

> "The Secretary-General shall take appropriate measures to submit proposals to the sectoral, functional and regional bodies to enable them to review the relevant portions of the medium-term plan or its revisions with a view to facilitating their consideration by the Committee for Programme and Coordination and the General Assembly."

3. The Committee is invited to review the proposed biennial programme plan for public information contained in the annex to the present note and to provide its comments thereon to the Secretary-General. The biennial programme plan, modified as appropriate, will be submitted to the Committee for Programme and Coordination at its forty-fourth session. Its recommendations will be transmitted to the General Assembly at its fifty-ninth session. Also included in the annex are the legislative mandates for the programme.

Annex

Proposed strategic framework for the period 2006-2007

Part two: biennial programme plan

Programme 24
Public information

Overall orientation

1. The central purpose of the programme is to help fulfil the substantive aims of the United Nations by strategically communicating the activities and concerns of the Organization to achieve the greatest public impact. The responsibility for the programme is vested in the Department of Public Information, both at Headquarters and in the worldwide network of United Nations information centres and services. The mandate of the Department is contained in resolution 13 (I) of 13 February 1946. The Department's work is guided by the priorities set out by the General Assembly and its subsidiary body, the Committee on Information, through resolutions on questions relating to information, the most recent ones being 58/101 A and B of 9 December 2003.

2. Through its strategic framework, the Department seeks to promote global awareness and enhanced understanding of the diverse functions of the United Nations. To this end, and using the Millennium Declaration as its guide, the Department will focus on priority issues for the Organization, including the eradication of poverty, conflict prevention, sustainable development, human rights, the HIV/AIDS epidemic, combating terrorism in all its forms and manifestations and the needs of the African continent. As the department responsible for the communication policies of the United Nations, the Department of Public Information works closely with substantive offices of the United Nations system to deliver effective and targeted information programmes on the above key areas. It strives to reach global audiences, particularly influential opinion leaders and youth, through intermediaries such as the media, governmental and non-governmental organizations, educational institutions, business and professional organizations and other segments of civil society, including through enhanced partnerships.

3. Within this framework, special efforts will be made to ensure that gender mainstreaming is incorporated into the design of public information products and activities, particularly those at the core of the various promotional campaigns for the United Nations system that are spearheaded by the Department.

4. Increased use is being made of the latest technology, in both the traditional and electronic media, including the Internet, to deliver news directly and instantaneously to the media worldwide. Particular attention is given to tailoring the news that is disseminated to different regions, bearing in mind their technological capacity.

5. A major challenge for the Department in implementing this programme is to effectively build bridges in order to make the relevance of the work of the United Nations resonate in the lives and daily concerns of people everywhere.

Subprogramme 1
Strategic communication services

Objective: To broaden understanding of and support for the work of the United Nations on priority thematic issues.

Expected accomplishments	Indicators of achievement
(a) Increased media coverage of the thematic priority issues	(a) Increase in the number of stories picked up by targeted media
(b) Clients' needs are met	(b) Increase in the percentage of clients expressing satisfaction with media coverage
(c) Enhanced quality of outreach efforts in the field	(c) (i) Increase in the percentage of target audiences indicating that their understanding about the United Nations has grown or improved (ii) Increase in the number of visits to the subprogramme's web sites (pages viewed)

Strategy

6. The subprogramme will be implemented by the Strategic Communications Division, which consists of the Communications Campaigns Service, the Information Centres Service, the United Nations information centres and services and the Committee Liaison Unit.

7. The objective will be accomplished by giving a more strategic focus to the activities of the Department and the information centres. Priority issues and activities of substantive departments will be identified through a new client planning process and will form the basis of communication plans. These plans will identify key messages tailored to specific target audiences, which will be reached using the most appropriate tools. The United Nations Communications Group will be utilized to enhance the coordination of communication activities between the Department of Public Information and the organizations of the United Nations family relating to those issues.

8. In order to generate a better informed public opinion on priority issues, information products for specialized media will be developed and disseminated in the official languages and, by information centres and services, in local languages. Strategic media outreach activities, such as press conferences and interviews with senior officials, will be organized. Web sites in local languages will continue to be created and maintained by the information centres.

9. Operational support and strategic communication advice will continue to be provided to the information component of the United Nations peace missions, including the maintenance of relevant web sites.

Subprogramme 2
News services

Objective: To increase the geographic range and frequency of use by media outlets and other users of timely news and information products about the Organization in order to strengthen support for the United Nations.

Expected accomplishments	Indicators of achievement
(a) Increased utilization by media organizations and other users of news and information about the United Nations	(a) (i) Increase in the number of partnerships with radio and television networks, sorted by language and by region (ii) Increase in the number of visits to the United Nations web site (pages viewed), including the News Centre, sorted by language
(b) Timely access by news organizations and other users to daily press releases covering meetings, television packages, photos and other information products	(b) Maintenance of the current percentage of products meeting deadlines

Strategy

10. The subprogramme will be implemented primarily by the News and Media Division, with support from the Office of the Spokesman for the Secretary-General and the United Nations information centres and information services away from Headquarters.

11. The objective will be accomplished through the timely delivery of accurate, balanced and, where feasible, customized news information materials and services, namely radio, television, photographic, print and Internet, to media and other users globally, utilizing new information technologies to reach a wider audience more quickly. Multilingualism and developing-country media will be particular priorities of the subprogramme's outreach efforts.

12. New information technologies will also enable the subprogramme to focus on improving access from the field, especially in the event of breaking news. Other benefits of modernization will include enhanced productivity and integration across different media, presenting a coordinated and seamless multimedia service.

13. A cohesive promotional and distribution strategy will build more innovative partnerships with major broadcasters. These collaborations will help to meet the needs of a global audience by offering to radio and television networks quality programmes that reflect the priorities identified by Member States, including the Millennium Development Goals. Special programmes will be produced and distributed as required.

Subprogramme 3
Library services

Objective: To facilitate access to timely and up-to-date library products and services for use by delegates, permanent missions of Member States, the Secretariat, researchers and depository libraries worldwide.

Expected accomplishments	Indicators of achievement
(a) Enhanced quality of services	(a) (i) 90 per cent of users express satisfaction with the products and services (ii) Number of visits to the Library web sites (pages viewed), sorted by official language
(b) Greater collaboration among United Nations libraries	(b) Number of joint and/or coordinated projects by the Dag Hammarskjöld Library and other United Nations libraries
(c) Timely issuance of the *Yearbook of the United Nations*	(c) Time lag between the end of the year covered and the publication date of the relevant volume will not exceed 18 months

Strategy

14. The subprogramme will be implemented by the Dag Hammarskjöld Library, Outreach Division. It aims to create and/or provide timely and up-to-date information products and services to meet the needs of delegates, Secretariat staff and researchers; to facilitate access to United Nations information for depository libraries and the general public worldwide; to contribute to bridging the digital divide; to mobilize the international library community, in particular depository libraries, as conduits of outreach to civil society; and to oversee and coordinate the activities of the United Nations libraries.

15. The Dag Hammarskjöld Library, in coordination with other libraries of the United Nations and of the wider United Nations system, will continue to move in the direction of becoming a virtual library, without neglecting the print collections of United Nations documents, books, serials and government documents required by its users. There will be increasing emphasis on the creation and delivery of electronic information, outreach to depository libraries and support for multilingualism. The delivery of customized information directly to permanent missions at Headquarters and Secretariat staff worldwide will be expanded. The Library's Internet and Intranet sites will be enriched and further developed in all six languages, with multilingual retrieval capabilities. Access to commercially available electronic information will be provided in a cost-effective way through the United Nations System Electronic Information Acquisition Consortium. The access of depository libraries to United Nations databases will be promoted, where feasible, to ensure rapid, complete and cost-effective document distribution.

16. The in-house creation and processing of data, including databases and other electronic products, published indexes, standards and guidelines for bibliographic control and multilingual reference tools will be expanded and improved. The United Nations Bibliographic Information System (UNBIS) thesaurus will be regularly maintained as a six-language database. Two comprehensive, accurate and high-quality annual editions of the *Yearbook of the United Nations* will be published, covering the years 2004 and 2005, and will constitute input for parallel web versions of the *Yearbook*.

17. A major focus will be on training, including courses for Headquarters users and depository librarians overseas, as well as the electronic delivery of advice, manuals and database structures to small United Nations libraries in the field.

18. The library will place increasing emphasis on setting policies and standards and engaging in collaborative projects with other United Nations libraries through the Steering Committee for the Modernization and Integrated Management of United Nations Libraries. Furthermore, through active participation in inter-agency forums, the Library will promote knowledge-sharing throughout the United Nations system.

Subprogramme 4
Outreach services

Objective: To enhance understanding of the role, work and concerns of the United Nations.

Expected accomplishments	Indicators of achievement
(a) Strengthened and expanded relationships with partners	(a) (i) Increase in the number of partnerships with relevant organizations within the United Nations system and externally
	(ii) Increase in the number of non-governmental organizations that meet United Nations criteria for effective redisseminators
(b) Enhanced quality and effectiveness of outreach services and products	(b) (i) Increase in the percentage of clients expressing satisfaction with the subprogramme's products and services
	(ii) At least 90 per cent of target audiences indicate that their understanding about the United Nations has grown or improved
	(iii) Increase in number of visits to the subprogramme's web sites (pages viewed)

Strategy

19. The subprogramme will be implemented by the Outreach Division, which includes the Civil Society Service, the Sales and Marketing Section and the secretariat of the Publications Board.

20. Those offices will work to inform and stimulate opinion and debate on the Organization's priority issues through outreach efforts targeted directly to the public and in alliance with key partners, including non-governmental organizations, academic institutions, other representatives of civil society and the media.

21. The objective will be accomplished by developing, strengthening and expanding the Division's relationship with partners both within the United Nations system and among non-governmental organizations, the academic community and the private sector. The Division will also seek opportunities to involve those audiences, as well as the general public, and children and youth in particular, in the concerns addressed by the United Nations and to more effectively promote its programmes and services designed for them. This includes capitalizing on the opportunities provided by information and communication technologies, including the Internet, webcasting and videoconferencing, to reach larger audiences, encourage their interaction with the Organization and enhance their access to information about the United Nations and global issues. At the same time, the Division will continue to reach out to target audiences using more traditional means of communication.

Legislative mandates

General Assembly resolutions

1086 (XI)	Public information activities of the United Nations
2897 (XXVI)	Review and appraisal of the United Nations information policies and activities
3047 (XXVII)	Revenue-producing activities
33/115 A-C	Questions relating to information
34/182	Questions relating to information
57/7	Final review and appraisal of the United Nations New Agenda for the Development of Africa in the 1990s and support for the New Partnership for Africa's Development
57/90	United Nations Disarmament Information Programme
57/144	Follow-up to the outcome of the Millennium Summit
57/195	The fight against racism, racial discrimination, xenophobia and related intolerance and the comprehensive implementation of and follow-up to the Durban Declaration and Programme of Action
57/249	Culture and development
57/254	United Nations Decade of Education for Sustainable Development
57/266	Implementation of the first United Nations Decade for the Eradication of Poverty (1997-2006)

57/294	2001-2010: Decade to Roll Back Malaria in Developing Countries, Particularly in Africa
58/11	International Decade for a Culture of Peace and Non-Violence for the Children of the World, 2001-2010
58/20	Special information programme on the question of Palestine of the Department of Public Information of the Secretariat
58/101	Questions relating to information
58/110	Dissemination of information on decolonization
58/126	Revitalization of the work of the General Assembly
58/148	Follow-up to the Fourth World Conference on Women and full implementation of the Beijing Declaration and Platform for Action and the outcome of the twenty-third special session of the General Assembly
58/165	International Covenants on Human Rights
58/217	International Decade for Action, "Water for Life", 2005-2015
58/269	Strengthening of the United Nations: an agenda for further change